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NEIGHBORHOOD SERVICE CENTER PLAN

A Joint Report by the
Office of Parks and Recreation
and the City Planning Department

City of Oakland

UNIVERSITY OF CALIFORNIA
JAN 1 1960

INTRODUCTION

The multi-purpose neighborhood service center is designed to house a number of social services in a single facility or set of facilities. It is intended to eliminate the time-consuming, frustrating search that poor persons often face in seeking social and economic services in scattered places throughout the community.

The centers are intended to meet a wide variety of needs of the poor. They should offer comprehensive and continuing services, at the neighborhood level, where possible. Generally they should provide many of the following services: information, specialized education, recreation, health, welfare, manpower services and job training, day care, voluntary community service, housing and home management, legal aid, senior citizens activities, and other services. The integration of these services in one place will help residents by providing increased convenience, better access to help, and greater continuity of services. Neighborhood Service Centers will also benefit social agencies which wish to decentralize their services. The map on the next page shows the location of some of the existing social service organizations in Oakland which could possibly locate in neighborhood service centers.

Oakland currently has only one multi-purpose neighborhood service center, and another center will be under construction by September of 1972. Seven new centers are proposed in the Neighborhood Service Center Plan. These centers have been assigned priorities, based upon criteria discussed elsewhere in this report. No time frame for the plan has been established. Rather, it is assumed that the priorities will serve as a guide for future decisions as money for neighborhood service centers becomes available.

The centers described in the plan are conceived as facilities which will operate over an extended period of time. The City's Community Action Program (CAP) has a number of existing information-referral outposts located throughout the City. For the most part, these outposts, which are funded by the Federal Office of Economic Opportunity (OEO), are a different type of facility than the centers discussed in this plan. They are often temporary in nature, operate out of leased facilities and generally do not provide a wide range of social services on the site. Every attempt will be made to encourage the CAP outposts to locate within the neighborhood service centers proposed in the plan.

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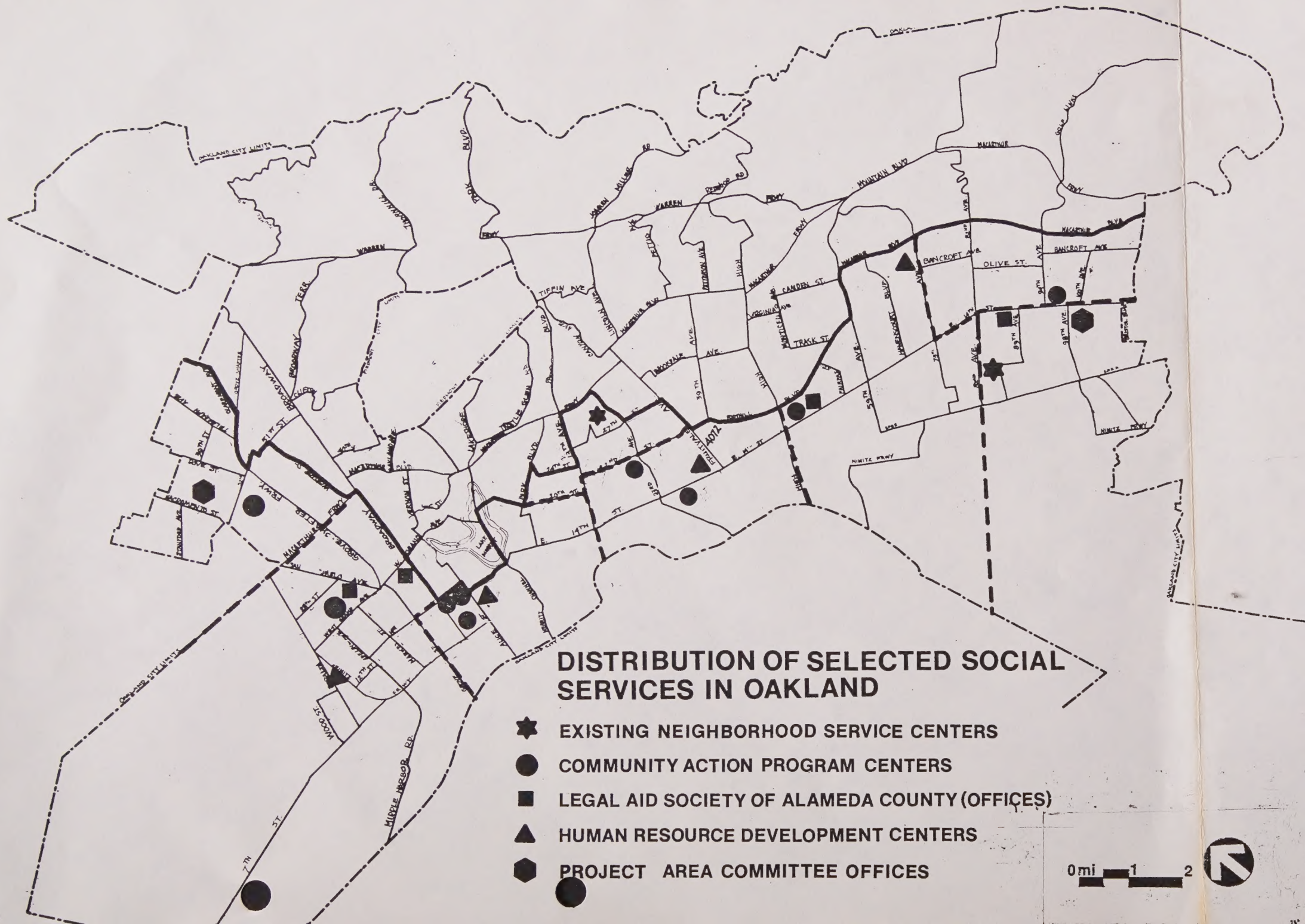
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DISTRIBUTION OF SELECTED SOCIAL SERVICES IN OAKLAND

- ★ EXISTING NEIGHBORHOOD SERVICE CENTERS
- COMMUNITY ACTION PROGRAM CENTERS
- LEGAL AID SOCIETY OF ALAMEDA COUNTY (OFFICES)
- ▲ HUMAN RESOURCE DEVELOPMENT CENTERS
- ◆ PROJECT AREA COMMITTEE OFFICES

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EXISTING CENTERS IN OAKLAND

At the present time, Tassafaronga Neighborhood Center is the only neighborhood service center in Oakland, while Manzanita Neighborhood Center is scheduled for construction. These centers are described briefly below.

Tassafaronga Neighborhood Center

This center located at 85th Avenue and "E" Street, has been operating since June, 1969, and has served a number of neighborhood organizations and volunteer and other public agencies. At the present time there are approximately twenty-one agencies utilizing the facilities of the center, including the following:

Agencies:

Alameda County Probation Department

Alameda County Welfare Department----- (Mothers' Nutritional
Program)
(Food Stamps Program)

California State Mental Health Department

East Oakland Parent Nursery School

Urban 4-H Club

Community Action Program

National Council of Negro Women

Tassafaronga Village Tenants Union

Y.O.C. Target Area "D" Committee

Amigos de Portugal Naturalization Program

Oakland Housing Authority

Ossian Carr Boys' Club

Schools:

Highland Elementary Pre-school

Woodland Elementary Pre-school

Oakland Public Schools----- (Adult Division:
Basic Education)
(General Crafts:
Mentally Retarded)

Churches:

Community Church of God

St. James Temple

First Baptist Church

East Oakland Missionary Church

Brookfield Church of Christ

Allen Temple Baptist Church

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The University of Chicago is a leading institution of research and scholarship. It is known for its rigorous academic standards and its commitment to research and scholarship. The University is a member of the Association of American Universities and is ranked among the top universities in the world.

Manzanita Neighborhood Center

This facility, located at 2188 East 27th Street, will serve a low-income neighborhood which has received a major impact from scattered low-income housing produced under the Housing Authority's Turnkey Program. This project, included in the Annual Arrangements agreement and approved by HUD for Fiscal Year 1972 financing, will be under construction by September of 1972.

This site is located within one block of a major arterial, 23rd Avenue, which has bus service. It is within three blocks of the MacArthur Freeway and within six blocks of Park Boulevard, another major arterial. It is also close to Manzanita Elementary School

The following agencies have made commitments to use the facilities of the center:

- Young Women's Christian Association
- Community Action Agency
- Building and Housing Department
- Oakland Public Schools
- Alameda County Probation Department
- Manzanita School Community Council
- Alameda County Welfare Department
- State of California Health and Welfare - Department of Social Welfare
- Salem Lutheran Home Association
- Neighborhood Youth Corps
- Oakland Public Library
- Tiny Tots Play Centers, Inc.
- St. Paul's Lutheran Church
- The Social Service Bureau of Oakland
- Oakland Parks and Recreation Department
- Housing Authority

POLICIES FOR NEIGHBORHOOD SERVICE CENTERS

There are extensive poverty areas in the City's flatlands which do not have neighborhood service centers. It is in these areas that a number of social problems, such as unemployment, juvenile delinquency, health problems, and housing problems, are concentrated. Centers are needed to concentrate social services at a single site and to make such services more accessible to concentrations of poverty-level population.

Policies:

1. Multi-purpose neighborhood service centers, offering a variety of social services, should be located throughout those portions of Oakland which contain high concentrations of poverty-level population.
2. To ensure adequate access to centers, ideally no center should serve an area containing more than 35,000 residents. However, some agencies using the centers may offer programs which serve a broader population.
3. Centers should generally be in easily identifiable locations which are readily accessible and central to the population they serve.
4. Site selection should be well coordinated with other local and federal programs in each service area.
5. Appropriate agencies, both public and private, are encouraged to provide services at the neighborhood service centers.
6. The services offered at each center should be tailored to the particular needs and ethnic characteristics of the service area population.
7. Neighborhood service centers should be owned by the City, although the City may contract with an eligible non-profit organization to administer the facilities.
8. No center should be developed without widespread and intensive citizen participation.
9. The map entitled Neighborhood Service Centers illustrates the planned location of these centers.

